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dba - **Luxury Chamber Media Group**
a Jay Shapiro Enterprise

New Chapter Performance Requirements

Institutional: Incorporate as a for profit corporation or file applicable state and or local paperwork to operate as a dba or fictitious business name. i.e. John Doe Corporation doing business as: Luxury Chamber - XYZ Chapter or Luxury Chamber of Commerce - XYZ Chapter

- Pay new chapter membership dues at the Founders Level.
- Founding Member of the new chapter must appoint a board of directors (or volunteers). One appointed member must assume the role of Membership Director and the third mandatory position is that of Treasurer which should be an esteemed local CPA.
- Provide the national chapter with a monthly income statement as well as an annual report. Report may be sent via email.

Identity: Agree to operate with a regional identity sub-chapter of the main chapter of Luxury Chamber of Commerce. Founding chapter must approve regional area and title usage of the new chapter identity. New chapter founder will have usage of the title of the new chapter indefinitely so long as the minimum chapter performance results are being met.

- Restrict use of Luxury Chamber identity, promotional materials must be consistent with National Chapter guidelines. This includes sponsorship and all other activities.
- Restrict access to membership list to paid members only.

Financial: Expansion chapter agrees to remit 10% of membership dues to the national chapter either monthly or quarterly. 90% of revenues are to be utilized by the expansion chapter President in any manner that the expansion chapter President sees fit so long as the disbursement of funds follows professional business standards.

- **PROFIT** - The founder of each chapter is allowed to pay himself or herself a salary, stipend or bonus at any time.
- **CHARITY** - The expansion chapter must donate a % of event revenues to a certified 501(c)3 at every event. (we suggest 10% plus)
- **CHAPTER MARKETING** - Membership revenues can be invested in marketing and advertising the local chapter. The founding chapter will also help with graphic design, social media marketing and explanation of the process and event assistance up to and including the national chapter founder "Jay Shapiro" flying to and attending local events held by the expansion chapter.
- **EVENT REVENUES** - The expansion chapter may utilize and keep 100% of event revenues for its own benefit and there is not requirement to reimburse event revenues to the national chapter even when the national chapter helps promote the event. *a percentage of event revenues must be donated to a charity
- **MARKETING** - Each chapter agrees to handle marketing as the chapter President sees fit so long as the National Chapter sees fit. The National aka Founding Chapter will help with online marketing to help ensure the success of all chapters. A percentage of funds recieved from each chapter will be spent in the form of online advertising to promote and help ensure the success of all national chapters as we go nationwide and beyond.